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detected, and in that the number of the actual buyers and of the bought products is detected, and in that the detected and register numbers of the potential customers, the recipients, of the actual buyers and of the bought products are recorded and correlated.

A1  
2. (Amended) Method as claimed in claim 1, characterized in that the detected numbers [are] of at least two [consumption] detection ranges are centrally registered and evaluated.

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A2  
4. (Amended) Arrangement for [the projection and the reception of] detecting the customer behavior due to projected visual and audiovisual messages and [the analysis of the same] for detecting the range of action [and the purchaser behavior] of the projected messages, characterized [by] in that sensors are provided being associated to at least one range [with] for detecting the movements of the recipients in said range, wherein at least a first sensor is provided at an entry of [the] said range for [the] detecting first counting signals[,] and at least a second sensor at an exit of said range for detecting second counting signals[,] and, further, in that a display is provided for presenting messages in said range, a cash [register] box for [the] detecting the bought products and a computer for [the] recording and [evaluation of] evaluating the [counting] signals [by difference formation and] of movements and the counting signals for analyzing the projection and the reception data as well as for controlling said display.

Sub B37

A<sup>2</sup>

5. (Amended) Arrangement according to claim 4, characterized by two ranges connected [to] with one another via a passage, at which at least a third sensor is provided, wherein the display is arranged in said first range and the products in said second range.

Claim 10, line 2, delete "an".

Claim 12, line 1, delete "or 11".

Claim 13, line 1, change "claims 10, 11, or 12" to --claim 10--.

Add the following claims:

15. Arrangement according to claim 11, characterized in that the display is arranged inclinedly.

16. Arrangement according to claim 11, characterized in that a plurality of displays is arranged in suitable manner.

17. Arrangement according to claim 12, characterized in that a plurality of displays is arranged in suitable manner.

#### REMARKS

This conforms the claims in substance to an Article 34 Amendment filed in the International (PCT) Application. However, claim 15, parallel to claim 12, and claims 16 and 17, parallel to claim 13, are provided in lieu of having claim 12 depend